SARDINIA AT CANNES- MIPIM WITH IMMOBILSARDA

At Immobilsarda's booth, a charming trip to the discovery of Costa Smeralda-Gallura, and a new portrait of Sardinia's next future.

The 20th edition of MIPIM, the world’s major real estate summit, took place in Cannes from 10 to 13 March. For the first time Sardinia was present on a platform of premier excellence to the most important decision-makers in the international hospitality-hotel sector, as well as to institutes, politicians, investors.

It was a huge success for Sardinia and for Immobilsarda, which exhibited there for the first time to promote a new concept in the development of the tourism-hotel industry and to point out that Sardinia is now one of the most secure investment markets in the Mediterranean basin. Immobilsarda's Brokerhotel Division presented new projects and interesting opportunities for investment throughout Sardinia. Land with building permission, areas ready for construction, golf resorts and tourist villages, lots, residential / hotel areas in Gallura and the Costa Smeralda.

Everything was made more enticing by a buffet of Island specialities, which were very much enjoyed by the many visitors who sampled Sardinian flavours and hospitality throughout the day from breakfast to brunch and cocktails. If the palate was enchanted by the food and wine
delicacies, the eyes were also gratified by the colours of the photographs and films shown on large plasma screens at the Immobilsarda stand. Clients and visitors were able to experience a virtual journey to the Island’s most evocative and fascinating locations.

There was also strong interest in the Agency-private residences sector by individuals and real estate operators interested in buying residences. This demonstrated that the quality and fundamental values of Sardinia’s environmental, morphological, cultural, gastronomic and historical heritage are an added value to be promoted and safeguarded, especially in these hard times. Immobilsarda has been committed to ensuring that investments in Sardinia are genuine investments in the quality of life. Sealing this vocation and multi-year commitment to the promotion and enhancement of Sardinia’s tourism industry, Quotidiano Immobiliare’s Daily Real Estate Award 2009 was presented to Immobilsarda in the Tourism category.

Despite the current global economic crisis, operators demonstrated considerable enthusiasm, lively curiosity and undiminished interest in Sardinia, which is increasingly becoming a rare asset on the international tourism scene.